

## **USDA Weekly Retail Turkey Feature Activity**

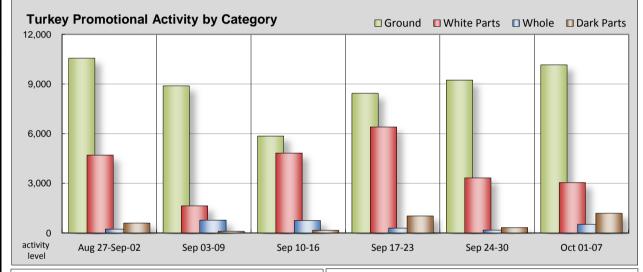
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

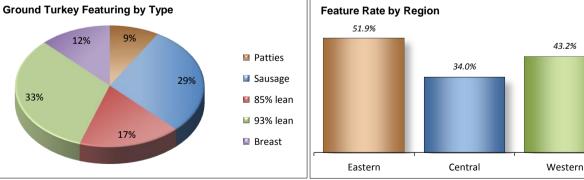
(prices in dollars per pound fresh unless otherwise noted: does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY												
	I	WEEK	LAST YEAR									
4/		of 19,200		WEEK of 19,200	47.2% of 18,600							
Feature Rate 1/		tlets		tlets	outlets							
Special Rate 4/		.9%		.7%	12.0%							
Activity Index 2/	15	,740	14	,150	14,300							
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens	40	1.42			90	1.27						
" - Toms	20	1.34			20	1.19						
Frozen - Hens	240	0.84	110	1.15	930	0.79						
" - Toms	220	0.81	60	1.19	730	0.74						
PARTS:												
Breast:												
Bone-in, whole												
Fresh	30	2.89	30	1.99	160	1.88						
Frozen	1,240	1.68	1,940	1.63	950	1.43						
Hotel Style												
Fresh					290	1.31						
Frozen												
Split, bone-in												
Fresh			30	2.99	130	2.99						
Rotisserie	400	7.75	680	8.00	570	7.62						
Boneless, whole	50	4.39			10	4.49						
Cutlets	720	3.97	440	4.65	570	4.86						
Cutlets, thin sliced			150	4.99	10	4.59						
Strips	220	3.78	30	4.17	10	5.45						
Tenders	380	3.87	30	3.99	60	4.60						
Marinated Tenders	250	4.51	1,070	4.01	630	4.06						
Drumsticks	250	1.59	90	1.98	10	1.79						
Thighs	90	2.06	50	1.85								
Wings	250	1.45	90	1.98	30	1.46						
Necks			10	1.49	10	1.79						
Smoked Drumsticks	270	1.88	30	1.99	40	1.75						
Smoked Wings	270	1.93	40	1.93	40	1.75						
Smoked Necks	60	2.14	10	1.99	30	1.67						
<b>GROUND TURKEY:</b>	10,160	2.70	9,230	2.86	8,880	2.79						
Patties	870	2.59	610	2.91	880	2.74						
Sausage	2,960	2.67	1,750	2.77	1,470	2.73						
85% lean	1,770	1.92	2,620	2.17	1,670	2.17						
93% lean	3,310	2.57	2,430	2.58	3,320	2.50						
Breast	1,250	4.34	1,820	4.27	1,540	4.15						
Rolls (frsh/frz 1 lb.)	580	1.66	30		100	1.52						
Note: rolls not included in	around fr	och ground	turkov to	tal and woic	htod avora	200						

## This Week's Turkey Feature Highlights

Retail activity increases this week but is still lower than two weeks ago. Frozen whole turkeys are more frequently seen and at lower prices. Fresh turkeys are back in the circulars this week. Fewer stores are offering frozen bone-in breasts; prices are slightly higher. Rotisserie breasts are less prominent but at cheaper rates. Cutlets, strips, and tenderloins are back at lower price levels while marinated tenders are less visible with sharply increased ad prices. Dark parts are back in the mix and usually at cheaper rates. Smoked parts are viewed more frequently than fresh. Ground turkey ads gain momentum again this week with 93% lean and sausage leading the pack at slightly lower rates; ground breast meat is less visible and at higher pricing. A person can take advantage of the moderate fall weather to fire up the grill one last time, whether at home or while tailgating at the game.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion

Note: rolls not included in ground fresh ground turkey total and weighted average. (e.g., buy 1, get 1 free, etc.)

Fri. Oct 01, 2010

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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)		H Con	WESTERN U.S.		
							(AZ,CA,CO,ID,MT,		{\frac{1}{1}}
						- Tab	NM,NV,OR,UT,WA,WY)		ATT.
Feature Rate 1/	51.9% of 8,400 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 8,830			34.0% of 6,300 sampled outlets 8.5% of stores w/ no-price promotions Activity Index = 4,010			43.2% of 4,500 sampled outlets 21.0% of stores w/ no-price promotions Activity Index = 2,900		
Special Rate 4/									
Activity Index 2/									
	Price Range	Range Summary		Price Range Summary			Price Range Summary		
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	1.49	30	1.49				1.19	10	1.19
" - Toms	1.49	10	1.49				1.19	10	1.19
Frozen - Hens				0.87 - 1.29	170	0.91	0.69	70	0.69
" - Toms				0.87	150	0.87	0.69	70	0.69
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.69 - 2.99	30	2.89						
Frozen	1.49 - 1.99	530	1.84	1.19 - 1.79	480	1.46	1.48 - 1.99	230	1.77
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.99 - 8.99	160	8.01	6.99 - 7.99	110	7.07	7.99	130	7.99
Boneless, whole	4.99	20	4.99				3.99	30	3.99
Cutlets	3.59 - 4.99	490	4.05	3.77 - 3.99	220	3.78	3.99	10	3.99
Cutlets, thin sliced									
Strips				3.77	210	3.77	3.99	10	3.99
Tenders	3.99	130	3.99	3.77	210	3.77	3.99	40	3.99
Marinated Tenders	4.26 - 4.66	180	4.54	3.03	10	3.03	4.66	60	4.66
Drumsticks	1.49 - 1.89	230	1.59	1.79	10	1.79	1.39	10	1.39
Thighs	1.99 - 2.19	90	2.06						
Wings	0.99 - 1.49	230	1.47	0.99	10	0.99	1.49	10	1.49
Necks									
Smoked Drumsticks	1.59 - 1.99	220	1.77	1.99 - 2.50	50	2.39			
Smoked Wings	1.59 - 1.99	220	1.82	1.99 - 2.50	50	2.39			
Smoked Necks	1.59	20	1.59	1.99 - 2.50	40	2.42			
GROUND TURKEY:									
Patties	1.97 - 2.99	670	2.50	2.49 - 2.99	70	2.69	3.00	130	3.00
Sausage	1.53 - 3.49	1,650	2.84	1.59 - 3.00	890	2.63	1.59 - 2.99	420	2.06
85% lean	1.53 - 2.33	750	1.99	1.59 - 2.24	200	1.90	1.59 - 1.99	820	1.86
93% lean	2.30 - 3.19	1,840	2.48	2.31 - 2.99	650	2.62	2.40 - 2.99	820	2.72
Breast (99-100% lean)	3.38 - 4.99	1,080	4.45	3.49 - 3.99	160	3.65	3.99	10	3.99
Rolls (frsh/frz 1 lb.)	1.33 - 1.99	250	1.83	1.49 - 1.99	320	1.54	1.50	10	1.50